

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

M.A & U.D Department – "Swachha Andhra Awards – 2025" – Institutionalisation of Annual Awards at State level and District Level for recognition of exemplary performance in sanitation and cleanliness across Departments/Institutions/NGOs/Individuals – Orders – Issued.

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MUNICIPAL ADMINISTRATION & URBAN DEVELOPMENT (K) DEPARTMENT

G.O.RT.No. 916

Dated: 01-09-2025

Read the following:-

1. Instructions of Hon'ble Chief Minister during review on Swachha Andhra SASA Programme.
2. G.O. Rt. No. 791, MA&UD Dept., dated 12.08.2025.
3. Instructions of Chief Secretary during the meeting on Swachha Andhra Awards dated 20.08.2025.

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ORDER:-

Government have taken several initiatives under Swarna Andhra – Swachha Andhra with the objective of making the State cleaner, greener, and healthier by 2047. The Hon'ble Chief Minister has designated every third Saturday as Swachha Andhra Day which has witnessed wide public participation across the State with monthly thematic activities.

In order to institutionalize the concept of Swachhatha and to motivate all stakeholders, the Government hereby institute the "Swachha Andhra Awards – 2025" at the State level and District level on the lines of the Swachh Survekshan Awards of Government of India.

All Government Institutions in the State shall be ranked or be given rating based on the self-assessment submitted, evaluation done by the Department and Third party assessment so as to ensure accountability, transparency, and healthy competition.

2. Objectives:

- a) Recognize and reward exemplary performance in sanitation and cleanliness.
- b) Motivate stakeholders for active participation in the Swachha Andhra Mission.
- c) Promote healthy competition and showcase best practices.
- d) Strengthen accountability and encourage citizen participation.
- e) Institutionalize Swachhatha as a habit and culture.

3. Award Categories:

The Awards will cover Departments, Institutions, Offices, NGOs, and Individuals across the following categories

(P.T.O)

S.No	Categories	Departments	State Level	District Level
1	Swachha Municipalities	Municipal Administration & Urban Development Department	3	1
2	Swachha SLFs		3	3
3	Swachhata Warriors (Sanitation Workers)		3	5
4	Swachha Gram Panchayats	Panchayat Raj & Rural Development Department	3	5
5	Village Organisations		3	5
6	Swachhata Green Ambassadors		3	5
7	Swachha Schools	School Education Department	3	5
8	Swachha Anganwadi	Women Development & Child Welfare Department	3	5
9	Swachha Hospitals	Health, Medical & Family Welfare Department	3	3
10	Swachha Bus Stations	Transport, Roads & Buildings Department	3	1
11	Swachha Rythu Bazaars	Marketing Department	3	1
12	Swachha Hostels	Social welfare, BC welfare, Tribal welfare & Minority Welfare Departments (one each)	4	4
13	Swachha Industries			
	a. Large/Mega Industries	Industries & Commerce Department	3	2
	b. MSMEs		3	3
To be Nominated by the District Collector				
14	Swachha Government Offices (District Level)	-	3	3
15	Swachhata NGOs	-	3	3
16	Swachha Residential Schools	MJPAPBCWREIS, Dr.B.R.Ambedkar Gurukulams, AP Tribal Welfare Gurukulams, APREIS & KGBVs	3	1
Total			52	55

A total of 52 awards will be presented at the state level, and 1,421 awards will be given at the district level.

4. Social Media Promotion & Recognition

State-level Departments shall actively promote Swachha Andhra Campaigns through dedicated social media campaigns focusing on outreach, citizen participation, and innovative practices. Departments are encouraged to leverage multiple platforms to spread awareness, showcase best practices, and engage with the public on the Swachha Andhra Mission.

To recognize these efforts, the Government will institutionalize special recognition under the Swachha Andhra Awards – 2025 at the State Level for the Departments that demonstrate the best performance in social media engagement and outreach. This recognition will be in addition to the regular award categories, thereby motivating Departments to innovate and maximize participation through digital platforms.

5. Evaluation Methodology

- a. Departments shall finalize the evaluation framework and indicators for the Swachha Andhra awards
- b. **Institutional Self-Assessment:** Self-assessment has to be made by concerned Offices and institutions shall submit their reports to the respective District Departmental Heads.
- c. **District-Level Verification:** Teams shall be formed by District Department Heads, and teams shall physically inspect institutions and validate self-assessments.
- d. **District Rankings:** District Departments shall rank institutions and forward to State HoDs.
- e. **State Compilation:** State HoDs shall consolidate the district reports & submit to SAC
- f. **Third-Party Verification:** SAC shall engage independent agencies for validation and final rankings.
- g. **Special Provision:** Nominations for Government Offices and NGOs to be received from District Collectors, which shall be verified by a third- party agency.

6. Timelines

Swachha Andhra Awards - 2025 Timelines		
1	Orientation to Secretaries/State HODs on concept for Swachha Andhra Awards 2025	20 th August 2025
2	Finalisation of Evaluation Criteria for Awards	20 th August 2025
3	Orientation to District Heads by Concerned Departments on the concept	21 st August 2025
4	Orientation to District Collectors by the Chief Secretary on the concept	21 st August 2025

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5	Swachha Andhra Toolkit Launch	23 rd August 2025
6	Self-Assessment by Individual Institutions	25 th August – 30 th August 2025
7	Submission of Self-Assessment Reports to Concerned District Heads	31 st August 2025
8	Verification by District Teams	1 st September – 9 th September 2025
9	Submission of Rankings to SAC	10 th September 2025
10	Evaluation by Third Party Agency	11 th Sept – 22 nd Sept 2025
11	Submission of Reports to SAC	25 th September 2025
12	Finalisation of Rankings	27 th September 2025
13	Awards Ceremony	2 nd October 2025

7. First Awards Ceremony:

The **first Swachha Andhra Awards – 2025** will be announced on **2nd October 2025**.

At the state level, the HCM will present the awards, while at the district level, the In-charge Ministers and District Collectors shall present them.

District Collectors shall supervise overall Self-Assessment and rankings in the Districts.

8. Expected Outcomes:

- a) Motivation and morale boost to best performers.
- b) Improved performance and healthy competition among Departments and Institutions.
- c) Increased accountability in sanitation efforts.
- d) Showcasing of best practices and innovations in cleanliness and sanitation.
- e) Alignment with the larger vision of Swarna Andhra – Swachha Andhra.
- f) Enhanced public engagement and people's participation.
- g) Institutionalization of cleanliness as a habit and culture.

9. Implementation:

1. **STATE LEVEL:** State-level Secretaries of the following Departments are requested to take immediate necessary action for implementing the above:

- Municipal Administration & Urban Development Department
- Panchayat Raj & Rural Development Department

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- o School Education Department
- o Women & Child Welfare Department
- o Health, Medical & Family Welfare Department
- o Transport, Roads & Buildings Department
- o Agriculture & Marketing Department
- o Industries & Commerce Department
- o Social Welfare, BC Welfare, Tribal Welfare, and Minority Welfare departments

2. **District Level:** District Collectors are requested to take immediate necessary action for implementing the above instructions and to identify the best Swachhata NGOs, Government offices and Residential Schools at the district level.

10. The **Swachha Andhra Corporation** shall act as the **Nodal Agency** for coordination, monitoring, and conduct of the Awards programme

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

S SURESH KUMAR
PRINCIPAL SECRETARY TO GOVERNMENT

To

The Managing Director, Swachha Andhra Corporation, Vijayawada.

All the concerned Departments through the MD, SAC.

All the Collector & District Magistrates through the MD, SAC.

The Commissioner and Director of Municipal Administration, AP.

Copy to:-

The OSD to Hon'ble M(MA&UD).

The PS to Principal Secretary to Government, MA & UD Department

Sf/Sc.

// FORWARDED :: BY ORDER //


SECTION OFFICER
